



The Raising Child Care Fund
A Project of the Early Childhood Funders Collaborative (ECFC)
MAY 2019 REQUEST FOR PROPOSALS

Background of the Raising Child Care Fund

The Raising Child Care Fund (RCCF) is a new project making private foundation resources available to grow public understanding and engagement to solve the child care crisis in America. Finding and affording high-quality child care is a challenge for most hard working American families, yet policy solutions and financial resources to help families are nowhere near sufficient. Without reliable, safe, and nurturing child care, many parents face difficult choices because they have to work or attend school. At the same time, those who provide care and education to young children often earn less than a living wage, and many have multiple jobs or rely on public assistance programs to make ends meet. American families cannot afford the cost of high quality child care, and the country needs to solve this challenge.

Rarely do those who feel the impact of this child care crisis the most have a chance to tell their stories and to be heard by the public, media, and important decision-makers. But that is starting to change. Groups of parents and providers from over 25 states came to the first ever national Grassroots Assembly on Child Care and Early Education in June 2018. The RCCF has been created to provide resources to groups dedicated to lifting up the voices of parents, child care teachers, home-based child care providers, and allies to tell their stories and be effective advocates in calling for and developing a solution to the child care crisis.

The ultimate long-term vision of the RCCF is to ensure that all children and families, regardless of family income, race or ethnicity, have the opportunity to choose high quality child care in this country. The RCCF recognizes that this kind of change doesn't happen overnight. However, RCCF expects applicants to describe the stages and steps necessary to build their own capacity and grow public education and support, and the kind of measures of progress they will strive for along the way.

What Organizations Can Apply?

Through the end of 2021, RCCF will invest in groups that share its vision and have plans to promote civic engagement of parents, child care teachers, and/or home-based child care providers, and other allies in educating decision-makers in their communities and states. The RCCF encourages groups that represent and are led by those most affected by inequities, especially low-income people and people of color, apply. In addition, RCCF will give consideration to applications that seek to foster coordination or work in coalition with allies at the intersection of child care, paid family leave and economic justice. National organizations may not apply, only those rooted in a community or state. Applicants must be 501(c)(3) organizations that are public charities. We encourage applicants to coordinate with each other if they are applying from the same state.

Successful applicants to the RCCF must take action steps to work toward RCCF goals for this investment:

1. Lift parent, child care teacher, home-based child care provider, caregiver and ally voices and increase their participation in crafting policy solutions in states and/or communities;
2. Build effective coordination among RCCF grantees and advocacy groups, community groups, parents, child care teachers, home-based child care providers, caregivers, and allies;
3. Expand financial resources to secure increased and equitable access to quality child care, including through intentional strategies to reach and prioritize children and families most affected by injustice and inequity.

Types of RCCF Grants

Early Opportunities Grants

RCCF is offering Early Opportunities Grants in the eight Focus States of California, Georgia, Massachusetts, Michigan, Minnesota, New Mexico, Oregon, and Washington. We encourage applicants to coordinate with each other if they are applying from the same state. No RCCF funding may be used for the purpose of lobbying as defined by section 501(c)(3) of the Internal Revenue Code (IRC), and IRC 501(h) and 4911. Applicants may request to be considered for support at the Developing or Strategic Expansion level:

- **Developing Grant** – up to \$75,000/year – The grantee may apply for up to two years of support in order to support dedicated staff time and capacity building to be able to conduct outreach, strengthen skills, and/or organize opportunities for parents and/or child care teachers/home-based child care providers/caregivers to access important decision-makers in their community and state to tell their stories and carry a message that aligns with the RCCF vision. We will accept applications from groups with experience working on paid family leave or other economic justice issues that wish to build capacity to work on child care specifically. The RCCF commits to linking grantees to peer groups in other states and to training and technical assistance opportunities.
- **Strategic Expansion Grant** – up to \$150,000/first year – The grantee may apply for funding for one year, with potential to renew, to support child care-focused strategic expansion aligned with the RCCF vision. Activities could include: mobilizing members, social media strategies, working cross-issue to leverage new allies or larger constituencies of support for child care, and expanded opportunities for parents and/or child care providers/caregivers to access and educate important decision-makers in their community and state. The RCCF commits to linking grantees to peer groups in other states and to training and technical assistance opportunities.

Challenge Matching Grants

RCCF is offering some Challenge Matching Grants for those applicants in non-focus states that have secured other funding for a project in alignment with RCCF goals. They may seek matching funds up to the total limit for Developing or Strategic Expansion level support. These applicants may apply for RCCF funding in a 1:1 match up to the limit of the two categories. For example, an applicant that has raised \$37,500 for a project aligned with the RCCF goals may apply for \$37,500 to match in the category of Developing support. No RCCF funding may be used for the purpose of lobbying as defined by section 501(c)(3) of the Internal Revenue Code (IRC), and IRC 501(h) and 4911. RCCF will accept applications for

Challenge Matching Grants through the summer of 2019, allowing more time for applicants to raise other funds.

Process for Application

The RCCF identified the following Focus States in which groups may apply for the Early Opportunities Grants: California, Georgia, Massachusetts, Michigan, Minnesota, New Mexico, Oregon, and Washington state.

In addition, RCCF welcomes applications from groups in other states that request a Matching Grant in partnership with a state or local foundation that has committed to providing a portion of the project budget.

Potential applicants should:

1. View archives and related FAQ's from the May 29th **RCCF grant opportunities webinar**: [VIEW THE [ARCHIVES](#)] [READ THE [WEBINAR Q&A HIGHLIGHTS/FAQ'S](#)]
2. Communicate intentions to apply for Early Opportunities (Focus states only) or to explore the potential to apply for a Challenge Matching Grant (in other states) by emailing a brief Letter of Intent naming the lead group, any existing or potential foundation or other partners, and expected type (Developing or Strategic Expansion) of Grant request to raisingchildcare@ecfunders.org for our planning purposes. Original Deadline: June 7, Extended Deadline: June 14.
3. Those submitting letters of intent by June 7 had the option to participate in an Early Opportunities Grant "office hours" on **June 7th**. Related Q&A highlights are posted in the [May 29th Webinar archives](#), and on the [RCCF webpage](#).
4. For **Early Opportunities Grants**: submit a Word document of no more than 15 pages answering the Application questions, three years of financial statements, and the most recent organization audit to raisingchildcare@ecfunders.org no later than July 7, 2019. Decisions to be made by the end of the summer.
5. For **Challenge Matching Grants**: submit the information to raisingchildcare@ecfunders.org by August 30, 2019. Decisions in early to mid-Fall.

The RCCF, a project of ECFC, is administered through its fiscal sponsor - TSNE MissionWorks. The RCCF Grant Committee will make recommendations to TSNE MissionWorks for acceptance.

Updated 6/13/19 to reflect deadline extensions and FAQ resources available.

RAISING CHILD CARE FUND APPLICATION

1. Application Primary Contact
 - Name
 - Title
 - Organization
 - Address
 - Email
 - Phone
 - Organization website or social media if applicable

2. Name of Project

3. Fiscal Sponsor Information (if applicable)
 - Organization
 - Address
 - Main Contact
 - Email
 - Phone
 - Organization website
 - Attach copy of written agreement between the applicant and the fiscal sponsor.

4. Category of Application/Amount (Please indicate how much you are requesting in RCCF funding and which category(ies) for which you wish to be considered. Your project budget section should provide details on other funding sources for the project.)
 - Focus State Developing Grant - Specific Request to RCCF \$ _____
 - Focus State Strategic Expansion Grant – Specific Request to RCCF \$ _____
 - Matching Grant Developing Grant – Specific Request to RCCF \$ _____
 - Matching Grant Strategic Expansion Grant – Specific Request to RCCF \$ _____

5. Organization Background (*Please address the topics below in narrative form. Reminder that the entire application should not exceed 15 pages.*)
 - Mission
 - Brief History
 - Leadership background
 - Current Staff working on child care or with experience working on child care issues if any
 - Board make up
 - Describe any built-in ways that parents and/or providers participate in the organization or decision making.
 - How the organization ensures that leadership and staff represent the community they serve.
 - How the organization centers race and economic justice in its vision, strategies and priorities

6. Experience with Civic Engagement and Coalition Building *(Please address the topics below in narrative form. Reminder that the entire application should not exceed 15 pages.)*
- Approach to engaging parents/child care teachers, home-based child care providers and caregivers including historically marginalized populations.
 - Strategy for growing power of communities most affected by injustice
 - Experience in facilitating diverse coalitions and partnerships – on child care or other economic justice issues - with other relevant organizations, including advocacy groups, and those that provide data on state budget and policy.
7. State and/or Local Context for Child Care Civic Engagement *(Please address the topics below in narrative form. Reminder that the entire application should not exceed 15 pages.)*
- Challenges or opportunities you see in state or local government processes where decisions are made about child care quality and access to better serve families with low-incomes
 - Knowledge of local community needs and concerns
 - Any specific policies under discussion
 - Media coverage
 - Relevant state data or relationship with data and policy analysis partners
 - Potential opportunities for sharing parent and provider stories with decision-makers
8. Project Narrative *(Please describe how grant funding would be used in alignment with the goals of the RCCF addressing the topics listed below. Reminder that the entire application should be not exceed 15 pages.)*
- Purpose of grant, including whether for Developing or Strategic Expansion, and why the organization is ready to pursue this work
 - Strategies that will move your state or community forward to align with RCCF goals, and why you have chosen them. NOTE: Applicants are not expected to be able to achieve all of these goals in the period of the grant award, however, please do address all three in a comprehensive plan, and describe how the organization’s work will move toward these goals. RCCF long-term goals are:
 1. Lift parent, child care teacher, home-based child care providers, caregiver and ally voices and increase their participation in crafting policy solutions in states and/or communities;
 2. Build effective coordination among RCCF grantees and advocacy groups, community groups, parents, child care teachers, home-based child care providers, caregivers, and allies;
 3. Expand financial resources to secure increased and equitable access to quality child care, including intentional strategies to reach and prioritize children and families most affect by injustice and inequity.
9. Action Steps and Measures of Progress

The RCCF identified three key areas in which we hope to see progress (Listed in Q.8), and the applicant must address all three below. The RCCF understands that applicants have to develop action steps and measures of progress that make sense for the mission of the organization and the state or community context. It is not expected for an applicant to achieve each of the three goals

during the period of the grant award, but rather to communicate in the application how the work of the organization will move toward these long-term goals. An applicant may want to focus first on Goal 1 (“Lift Voices”), by building parent leadership skills and conducting outreach to find additional parents/providers to share their stories with decision-makers and the media. Another may have strong parent or provider leaders that have been volunteering their time and would use the funds to support dedicated staff time and to work on Goal 2 (“Build effective coordination”).

Applicants should use a form of the matrix below to describe how they would align with all three of the RCCF goals in a way that makes sense to them and the strengths of their organization. For examples of how to measure progress, see Appendix A for ideas. Please address all three RCCF areas, but state project goals that match the right stage of work for your organization and context. You may adapt the matrix to have as many rows as you need.

RCCF Goal 1: Lift parent, child care teacher, home-based child care provider, caregiver and ally voices and increase their participation in crafting policy solutions in states and/or communities			
Project Goal	Action Steps	Measures of Progress	Estimated Time Frame

RCCF Goal 2: Build effective coordination among RCCF grantees and advocacy groups, community groups, parents, child care teachers, home-based child care providers, caregivers, and allies			
Project Goal	Action Steps	Measures of Progress	Estimated Time Frame

RCCF Goal 3: Expand financial resources to secure increased and equitable access to quality child care, including intentional strategies to reach and prioritize children and families most affect by injustice and inequity.			
Project Goal	Action Steps	Measures of Progress	Estimated Time Frame

10. Potential Needs for Technical Assistance *(Please describe any anticipated need for training (e.g. social media to attract members, child care data and policy analysis) or ongoing consultation (e.g. organizational capacity assessment or strategic support) that is not included in your Project Budget. If you already have an affiliation with a national or state group that provides this type of support please describe.)*

11. Project Budget and Budget Narrative (Please provide a project budget for the time period for which you are applying. Include at least one trip per year to join other grantees in cross-grantee networking and learning. The Budget must show total project cost and any portion that is already supported by other funding sources or for which you have applied and have good reason to expect to be funded. Please explain your plan for sustainability in the Budget Narrative. **Note that Early Opportunities applicants will receive additional scoring points for showing other sources of funding over the period of the grant; Challenge Matching Grants require at least 1:1 match.)**

Total Project Budget Estimated expenses (by major category)	Amount Year One	Amount Year Two
Personnel (salaries and benefits)		
Consulting and Professional Services		
Materials and Supplies		
Travel		
Conferences, Meetings and Conventions		
Other Direct		
<i>Total direct expenses</i>		
Administration		
Overhead		
<i>Total indirect expenses</i>		
Total expenses		

Other sources of support <i>(Planned, Submitted or Secured?)</i>	Amount Year One	Amount Year Two
Total Other Support		
Total RCCF grant request <i>(Total expenses minus other support)</i>		

12. Financial Status. (Please attach three years of financial profit and loss analysis, and the most recent organization audit, if available, or a current balance sheet. If applicable, including information for the fiscal agent.)

13. Letters of Support. (Please attach letters of support from any foundations or local partners in civic engagement or child care advocacy. Address letters of support to: Raising Child Care Fund Grant Committee, and either email letters directly to raisingchildcare@ecfunders.org or include as an attachment to grant application package)

APPENDIX A
Ideas for Measuring Progress

The RCCF reviewed multiple sources for ideas about how to measure the progress of civic engagement efforts that focus on leadership development and engaging parents, providers, and community members to tell their stories and suggest solutions to policy problems. We wish to acknowledge in particular the work of the Parent Leadership Indicators (PLI) Project led by [New York University’s Metropolitan Center for Research on Equity and the Transformation of Schools](#) where we found many of the following potential measures. In addition, the Alliance for Justice publication, [Build Your Advocacy Grantmaking: Advocacy Evaluation Tool](#), provided examples included below.

Categories of Measurement	Potential Areas of Focus	Potential Measures
<p>RCCF Goal 1: Lift parent, child care teacher, home-based child care provider, caregiver and ally voices and increase their participation in crafting policy solutions in states and/or communities</p> <p><i>Resources:</i> <i>Parent Leadership Indicators (PLI) Project.</i> The PLI tool includes indicators for “public leaders see parents as assets”.</p> <p>The Alliance for Justice has free online tools that can be used to measure effectiveness of advocacy.</p> <p>RoadMap Consulting assessment tools</p>	<p>Leadership Development</p> <ul style="list-style-type: none"> ✓ Initiative able to build capacity ✓ Parent personal transformation ✓ Collective action <p>Organization power</p> <ul style="list-style-type: none"> ✓ Membership and participation ✓ Relationships with decision-makers, media ✓ Rising stature within state and other stakeholders (seen as assets) ✓ Opportunities to share information ✓ Shifts in content of debate ✓ Decision-makers show accountability to group in implementation <p>Organizational capacity</p> <ul style="list-style-type: none"> ✓ Staffing/turnover ✓ Infrastructure systems that promote reflection and continuous improvement ✓ Skill building (media, use of data, management, grant writing) ✓ Sustainability and stability of organization budget 	<ul style="list-style-type: none"> ✓ Participants in leadership development gain skills that help them advocate for policy change. ✓ Participants take civic actions. ✓ Participants are asked to participate in policy-making bodies in community/state ✓ Growing members in geographic areas that are important to strategy ✓ Invitations to testify or provide ideas for policy changes ✓ Leaders repeat the stories parents and providers share when they met with them in their statements ✓ Media placement of parent/provider stories ✓ Maintain staff with community organizing skills and at least one person with focus on child care policy ✓ Has a means of communicating with members regularly and tracking response ✓ Able to provide appropriate training for staff and members

Categories of Measurement	Potential Areas of Focus	Potential Measures
		<ul style="list-style-type: none"> ✓ Secure multi-year funding aligned with the mission of the group
<p>RCCF Goal 2: Build effective coordination among RCCF grantees and advocacy groups, community groups, parents, child care teachers, home-based child care providers, caregivers, and allies</p>	<p>Organization Relationship and Coordination with advocacy groups</p> <ul style="list-style-type: none"> ✓ Rising stature within state and other stakeholders (seen as assets) ✓ Participant in strategy development ✓ Coordinate responses to policy developments ✓ Aligned priorities between advocates and RCCF grantees 	<ul style="list-style-type: none"> ✓ Organization is part of state/local coalition on child care ✓ Organization members participate in decision-making in planning conversations with advocacy groups/coalition ✓ Co-sponsor events and activities with advocacy groups ✓ Members speak and tell their stories as part of statewide advocacy strategy ✓ Members build relationships and visit with public officials in coordination with advocacy group
<p>Goal 3: Expand financial resources to secure increased and equitable access to quality child care, including through intentional strategies to reach and prioritize historically underserved children and families.</p>	<ul style="list-style-type: none"> ✓ Normalize the idea that all parents should be able to choose high quality child care regardless of family income, race, and ethnicity ✓ Use real stories of how current system hurts families, child care educators and caregivers and need for change ✓ Cost of quality calculation used to determine what child care providers should receive ✓ Explore new financing strategies which includes better compensation for the child care workforce 	<ul style="list-style-type: none"> ✓ “Champions” in public office call for increased access to high quality child care ✓ Legislative committees hold hearings or otherwise examine the cost of quality child care for families ✓ Media coverage ✓ State leaders study new financing strategies ✓ Quantified increase in numbers of children in families with low income accessing quality child care ✓ Increase compensation for child care workforce ✓ Payment rates for subsidized care matched to reflect cost of quality